

JENNIFER LOCKMAN JUUL

Experiential Design & Marketing Expert

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Connector, collaborator, lifelong learner. Strategic, solutions-oriented negotiator and passionate coach. Known for my consultative approach, on-time, on-budget results, purpose-driven experiences, meaningful relationships, thoughtful touches, award-winning creativity, comfort with calculated risk, and communications expertise. My adventurous spirit, resilient optimism and intense work ethic are unparalleled.

EDUCATION & CERTIFICATIONS

MBA, BABSON COLLEGE Wellesley, MA – September 2009

BA, UNIVERSITY OF RICHMOND Richmond, VA - May 1997, Communications and Elementary Education

SAN DIEGO STATE UNIVERSITY San Diego, CA – Spring 1999, Event Planning Certificate

Project Management Professional - February 2021- Certified PMP and PMI Member

IATA# 10716506 – Certified Travel Professional

AWARDS & ACCOMPLISHMENTS

ADRIAN AWARD in Marketing - Share Your Love Promo - 2017

MOODIE GROUP AWARD in Social Media Innovation - Gateway to Adventure Campaign - 2012

BOSTON BEER SALES AWARDS

Teamwork - 2009, 2008, 2005 **Telescope** – 2006, 2004 **Mountain Climber** - 2007 **Rookie of the Year** - 2003

SAN DIEGO ZOO P.R.I.D.E. Award - 1999

PROFESSIONAL EXPERIENCE

LEAP INNOVATIONS: AUGUST 2011 – PRESENT

Principal, Experiential Design, Marketing, Communications: Strategic events, branded activations, campaigns, presentations and virtual events in large scale, real world and digital applications including custom app development, digital consumer sweepstakes and paid social media. Graceful handling of multiple C-Suite clients and engagements simultaneously across North America, Europe and as far as Dubai. Leadership through consensus and coaching, collaborating cross-functionally, expert project management and goal setting, agency and vendor selection and management, problem solving, innovative solutions, thoughtful logistics, expert negotiating, precise budgeting, award-winning creativity, stunning collateral, polished communications, all with a consultative approach, spirit of openness and gracious professionalism.

Clients include Sodexo, HMSHost, Wolfgang Puck, Louis Vuitton Moet Hennessy and Jackson Family Wines. Continuous growth of sales, partnerships and projects: 2020 Projected budgeted engagements to exceed \$4M.

Project Examples include:

- Experiential Event Production for Disney Executives, I presented alongside Magic Johnson, owner of Sodexo Magic.
- ACI Global Conference for HMSHost: design and deployment of interactive tradeshow booth and hosted events.
- Belvedere Vodka: James Bond themed, custom North American Activation to support Sony Pictures *Spectre* release.
- HMSHost Foundation: Charitable fundraisers & corporate conferences, featuring celebrities and complex operations.
- Numerous multi-city, thematic, consumer-facing tours featuring live activations, digital components, & sweepstakes.

- Custom app development for Disney, the Tampa Bay Buccaneers, NY Botanical Garden, HMSHost and Tavern Restaurants.
- Consumer research study designed and implemented for Wolfgang Puck Restaurants to direct resource commitments.

BOSTON BEER COMPANY: JANUARY 2003 - AUGUST 2011

Senior National Account Manager, Airports and Arenas: Business Development of Samuel Adams Restaurants through entire life cycle from opportunity sourcing to construction completed, associates trained and ongoing operations. Directed licensing of branded concept program including location identification, feasibility determined, alignment of partners, budgeting, interior design; ongoing strategic, marketing, training and operational needs. Collaborated externally and internally in a matrix-style environment to recruit cross-departmental champions in legal, operations, finance, marketing and brand development. Drove sales with decision makers and C-Suite executives with restaurant partners such as HMSHost, SSP America, Delaware North, OTG, Aramark, and Sodexo, management companies such as Westfield and BAA and appointed/elected officials at airports and venues. Successfully managed multiple projects and stakeholders simultaneously including team of National Account On-Premise Managers. Met or exceeded all KPIs including: number of locations opened (expanded to a record 42), volume sold, velocity metrics achieved, new placements earned, coaching and development of team, managed \$1.5M budget, while contributing positively to total company "X-Factor" goals and strategic initiatives.

Senior National Account Manager, On-Premise: Drove sales and top to top relationships with decision makers at national chain restaurants such as Ruby Tuesday; directly managed team of 4 remote NAMs based from New York to Alabama. Responsible for driving overall sales growth in my restaurant partners and team geography via depletions and new placements, as well as appropriate visibility opportunities. Met or exceeded all KPIs including: sales metrics, visibility and education opportunities, team coaching and development of NAMs, managed budgets of \$750k, as well as contributing positively to company "X Factor" goals and major initiatives including development of the Perfect Pint and rebranding of internationally distributed products such as Hard Core Cider, now known as Angry Orchard.

National Account Manager, On-Premise: Sales and visibility to West Region hotels groups, casinos and chain restaurants. Created innovative, custom campaigns such as 100 Cases of Beer on the Wall, a 6-week promotion within Harrah's Casinos. 100 case 'walls' crafted in lobbies, free media negotiated, event series culminating in possible \$10k giveaway. Won Telescope Award for comfort with calculated risk, twice. Met or exceeded all KPIs including: individual and team sales metrics including volume sold, velocity increased, new placements earned, visibility and education opportunities, budgets of \$250k managed, trained team of West Region AM's, as well as contributing positively to company "X Factor" goals.

Account Manager: Rookie of the Year in my division and for the total company. Street level sales position responsible for on and off premise sales and brand-building. Met or exceeded all KPI metrics on sales volume and velocity, new placements, quality audits and in-account educations. Promoted within first quartile, again at 18 months.

DISCOVERY NETWORKS: JANUARY 2000 - DECEMBER 2002

Affiliate Sales: Responsible for sales of Discovery Channel networks such as TLC and Animal Planet in 12 states in northeast territory. Met or exceeded sales distribution goals and budget expectations, deployed or developed supportive marketing.

Affiliate Marketing: Supported sales of Discovery Networks through marketing initiatives including design and production of large format events such as Animal Planet Rescue, a multi-faceted, public-facing, annual multi-city tour.

SAN DIEGO ZOO: MARCH 1998 - DECEMBER 1999

Children's Zoo Program Manager: provided educators perspective on how children were interacting with then-current technology in scholastic environments, in order to redesign, reconstruct and re-open Children's Zoo. Expanded Outreach Programs and Events; Founded Zoo Corps for kids aged 12-16, to bridge the gap between existing program participation and employment opportunities by teaching strong work habits and professionalism,

communicating with guests, handling contentious customers. Also responsible for special projects such as developing a Keeper Resource Library.

GIVING BACK

FOUNDING MEMBER – *The Association of Thought Leaders and Influencers*

BOARD MEMBER & SECRETARY – *The Rita and Harry Greenberger Foundation*

EVENT PLANNER and *Former Board Member* – *Keep Pinellas Beautiful*

ADDITIONAL ATTRIBUTES

AVID TRAVELER • JOYFUL ARTIST • ENTHUSIASTIC GOLFER • LOVER OF LAUGHTER